

Tuesday, June 3
2:30 to 5:00

Panel: Why Do So Many People Have So Much
Difficulty Giving Up Smoking and
What Can We Do About It

Chairman: Dr. Daniel Horn (U.S.)
Panel: Dr. Jerome Jaffe (U.S.)
Dr. Bernard Mausner (U.S.)
Dr. M.A.H. Russell (England)

Wednesday, June 4
9:00 to 12:00

SYMPOSIUMS

1. Research Methodology in Smoking Cessation

Chairman: Dr. Douglas Bernstein (U.S.)
Panel: Dr. Bruce Straits (U.S.)
Dr. Caroline Keutzer (U.S.)
Dr. Jerome Schwartz (U.S.)

2. Guidelines for Organizing Smoking Withdrawal Clinics

Chairman: Dr. Lloyd A. Shewchuk (U.S.)
Panel: Miss Laura Karenen (U.S.)
Dr. Craig Caputo (U.S.)
Miss Dee Burton (U.S.)
Dr. J. C. Brengelmann (Germany)

3. Committee on Conference Recommendations

Chairman: Dr. Don Frederickson (U.S.)
Panel: Mr. George Saunders (U.S.)
Mr. Joseph Chadwick (U.S.)

Wednesday, June 4
2:00 to 3:30

Status Report on Smoking Cessation Clinics

Chairman: Dr. Branko Kesic (Yugoslavia)

- a. Report on U. S. and Canada:
Dr. Jerome Schwartz (U.S.)
- b. Report on Europe, Asia, South America:
Dr. Else-Lill Berglund (Norway)

Wednesday, June 4
3:30 to 5:00

An Integrated Analysis of Smoking Cessation Methods

- a. Chairman and Keynote Address:
Dr. Cyril Franks (U.S.)
- b. Panel Discussion (Chairman of the Workshops)

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SECTION V

GOVERNMENTAL AND SOCIAL ACTION

Monday, June 2
1:30 to 5:00

General Session: Government and Social Action Around
the World to Control Smoking

Chairman: Sir George Godber (U.K.)

1. Survey of legislative action by governments around the world. Dr. J. De Moerloose (WHO)
2. Survey of educational programs on smoking in Europe. Dr. W. Fritsche. (Germany)
3. Anti-smoking programs in several countries

a. Austria	Dr. M. Kunze
b. Canada	Dr. R. Taylor
c. England	Dr. J. Cornish
d. Poland	Dr. K. Gibinski
e. Sweden	Dr. G. Tibblin
f. United States	Mr. M. Pertschuk
g. U.S.S.R.	Dr. D. Loransky
h. Yugoslavia	Dr. D. Jakovljevic

Tuesday, June 3
9:00 to 12:00

General Session: Special Approaches to Control of Smoking(I)

Chairman: Dr. M. Tottie (Sweden)

1. Phasing out tobacco
 - a. The economic and political aspects of phasing out tobacco. Dr. L. Kaprio (WHO)
 - b. The effects on a tobacco-dependent economy. Dr. V. Kalaidjev (Bulgaria)
2. "Pricing out" tobacco
 - a. Price as a factor in cigarette consumption. Dr. R. Miller (U.S.)
3. Prohibition of Advertising
 - a. The effect of the advertising ban on consumption. Professor J. Hamilton (U.S.)
 - b. Some problems in phasing out advertising. Dr. M. Daube (U.K.)
 - c. Should advertising be banned? Mr. K. Warnberg (Sweden)

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Tuesday June 3
2:10 to 5:00

General Session: Special Approaches to Control of Smoking (II)

Chairman: Dr. L. Terry (U.S.)

1. Reducing tar, nicotine and CO levels in cigarettes
 - a. Methods for reducing tar, nicotine and CO levels in cigarettes; experiences in reducing these components in different countries. Dr. G. Gori (U.S.)
 - b. Taxing cigarettes according to tar content: Mr. Wm. E. Drayton, Jr. (U.S.)
2. Cessation Programs
 - a. Status of cessation programs around the world. Dr. J. Schwartz (U.S.)
3. Restriction on Smoking in Public Places
 - a. Governmental and Social action to restrict smoking in public places. Mr. J. F. Banzhaf, III (U.S.)

Wednesday,
June 4
9:00 to 12:00

General Session: Organizing for Action (I)

Chairman: Dr. C. Rosemond (U.S.)

1. The Expert Committee of WHO; a report. Dr. M. Akhmeteli
2. The Nordic Council; a report. Dr. O. Elo (Finland)
3. Organizing for action in Latin America; a proposal. Dr. D. Joly (PAHO)
4. Special Government Agencies.
 - a. The National Council on Smoking and Health, Norway
Dr. K. Bjartveit
 - b. The Health Education Council, U.K.
Dr. A. J. Dalzell-Ward
5. Voluntary Organizations
 - a. The role and performance of the voluntary organization in control of smoking. Dr. N. Gray (Australia)
 - b. Panel with Dr. Gray
 - (1) American Cancer Society: Mr. Alan Jonas
 - (2) ASH, England: Mr. Mike Daube
 - (3) Israel Cancer Association: Mr. D. Ben-Meir
 - (4) National Association on Smoking and Health, Norway: Mr. A. Aarflot
 - (5) National Interagency Council on Smoking and Health (USA): Mr. R. Schmidt

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Wednesday, . . . General Session: Voluntary Organizations Continued
June 4
1:30 to 2:30

Wednesday, . . . General Session: Recommendations on Governmental and
June 4 Social Action
2:45 to 5:15

Chairman: Sir George Godber (England)

1. Governmental Programs: Dr. F. Beske (Germany)
2. Motivating Governments to Act: Dr. B. As (Norway)
3. Adoption of recommendations.

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